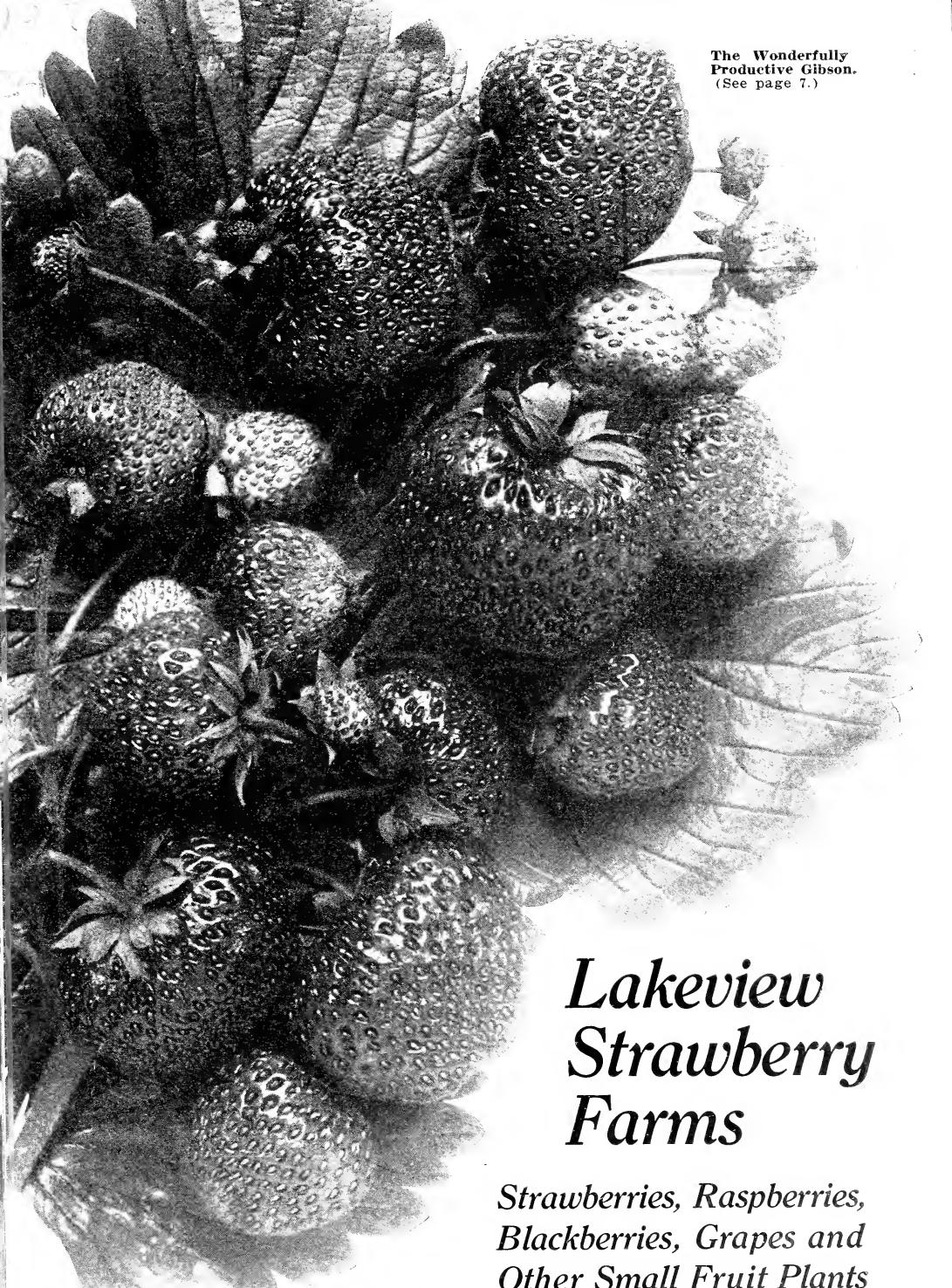


## **Historic, Archive Document**

Do not assume content reflects current scientific knowledge, policies, or practices.





The Wonderfully  
Productive Gibson.  
(See page 7.)

## *Lakeview Strawberry Farms*

*Strawberries, Raspberries,  
Blackberries, Grapes and  
Other Small Fruit Plants*

HENRY EMLONG & SONS, Stevensville, Mich.

# GENERAL INSTRUCTIONS TO CUSTOMERS

When writing please sign your name plainly. Be sure to give your postoffice, county and state.

When ordering use order sheet and return envelope, fill out carefully, and much delay and trouble will be avoided. All orders are acknowledged immediately upon receipt.

**References.** As to our standing and reliability we refer to the Postmaster or Express Agent of Stevensville, Dunn's Commercial Report, Union Banking Co. or Commercial National Bank, of St. Joseph.

**Terms.** Our terms are invariably cash with order, or part cash and balance any time before shipment. At our low prices we cannot do a credit business, and strange as it may seem, plants that are not paid for seldom do well.

**How to Send Money.** By check, bank draft, express money order, postoffice order or registered letter.

**Complaints,** if any, must be made immediately upon receipt of goods, or cannot be allowed. We will then investigate quickly, making things right if the fault is ours. If the crates or packages arrive in poor condition, please have the agent make notation to this effect on your receipt, and return receipt to us. This will aid us in making settlement.

**Substitution.** We do not substitute one variety for another without your permission. When ordering late in the season, we advise that you give second choice, as we may be sold out of some variety you desire. If not forbidden we claim the right to substitute. However, in all cases we substitute something of equal value, and label true to name.

**Plant Inspection.** Our plants are inspected by the Horticultural Inspector appointed by the State Inspector of orchards and Nurseries. A certificate of Nursery Inspection accompanies each shipment, which insures you of getting plants that are free from all dangerous plant diseases.

**Packing.** All goods at prices quoted are packed **free of charge**. Our packing is done in the best manner possible, under our personal supervision. We use slatted crates and baskets for the Strawberry plants, giving them plenty of damp moss, which insures them to reach destination in perfect condition. We do not try to see how many plants we can pack in a day, but take our time and see just **how well** we can pack.

**Shipping Season.** Our shipping season commences about the 15th of March and continues until the early part of May. If plants are desired in the fall we can commence shipping about the 1st of October.

**Methods of Shipment.** Express is the safest, and all things considered, the best method of shipping plants. Plants go for 20 per cent less than merchandise. We have the Adams Express Company. We guarantee plants to arrive in good condition if shipped by express.

**Freight.** Early in the season we can ship by freight, if purchaser desires, but there is a possibility of delay. Parties ordering stock by freight do so at their own risk.

**Parcel Post.** We can ship Strawberry plants by mail if 20 cents is added for each 100 plants, for postage and wrapping.

**Our Location.** We are located at Stevensville, Berrien County, Michigan, on the Pere Marquette Railroad, fifteen miles north of the Indiana state line and less than three hours run by rail from Chicago, where prompt transfer of all plants is made to all other roads. Eastern and Northern shipments can be made over the Pere Marquette, Michigan Central, Michigan Southern and Lake Shore, Erie, and Pennsylvania lines without going through Chicago. These unsurpassed shipping facilities enable us to get plants to you when you want them, and at low transportation charge.

**When Plants Arrive.** If your ground is not in condition to plant, or if the weather is hot and dry, do not attempt to set the plants. Proceed as follows: Open the packages (being careful that you open from the top, as each variety is carefully separated and labeled). Take out the plants one variety at a time, cut the strings and spread roots thinly and evenly along the side of a shallow trench, then cover the roots with dirt not higher than the crown of the plants. If the ground is dry give the plants shade and sprinkle the soil with water. The plants will soon throw out fibrous roots and will be in much better condition for planting than when first received.

**Guarantee.** We guarantee our plants to be free from disease, strictly pure and true to name. However, where a large business is done, errors will sometimes occur, even though the greatest care is used. If our plants are found to be otherwise than above stated, we will, upon proper proof, do our best to adjust matters satisfactorily. But it is mutually agreed that we are never liable for a greater amount than the first cost of the plants. All orders received and executed with above understanding.

**Order Early.** Although you will find this loudly placarded in all catalogs, we ask you to stop and reason a moment and you will readily see that it is to your interest to get your orders in early this season. Owing to the extreme dry weather, there is bound to be a shortage of plants, and those wishing to be assured of plants for their spring planting will see the advisability of getting their orders to us **immediately**. Order early, this will assure you that the best plants in our propagating beds will be reserved for you, and that you will be assured of getting the varieties you want. While we have a larger stock of plants this season than ever before, we anticipate a heavy demand, and cannot guarantee to fill extra late orders.

**Set Northern Grown Stock.** Our **thoroughbred** plants are growing in popularity every year, simply because they are harder, earlier and more vigorous than plants grown in milder climates. Our plants are grown on rich soil, which provides them with a wonderful root system and super vitality, which assures you of a good growth even under adverse conditions.

**Eventually** you will set our **thoroughbred** plants. Why not order **NOW**.

# OUR GREETING TO Berry Growers



**I**N PRESENTING you with this, our 1917 catalog, we wish to express our thanks for the splendid patronage accorded us during the past season. One of the most pleasant features of our work is the thought that we are pleasing our customers. We know we are pleasing them by the many testimonials we receive, and the wonderful increase in our business. In fact, we sold ten times more plants last season than ever before. We believe that this fact alone justifies us in asking for your patronage the coming season. We are better prepared than ever before to give you satisfaction, and will do all in our power to make you one of our satisfied customers. We know what a satisfied customer means to us, consequently we do not allow them to become dissatisfied if we can avoid it. There are good reasons, dear friends, for this wonderful increase in our business, and the most important of them are, **Square Dealing and Prompt Shipment of Strictly First Class Plants.**

We have shipped plants to all parts of the country, and are pleased to note they are giving complete satisfaction, and holding their own against all competitors. There is no getting around the fact that this is the ideal spot for the growing of fruit plants. They grow to perfection here. By our methods of careful selection and breeding, combined with our natural advantages, we are always able to give our patrons better quality and better service than they had expected possible. We personally see to it that when a shipment leaves our packing house it is put up in the best manner possible.

When you send us your order, whether it is for 100 plants or for 100,000, you can rest assured that your best interests will receive the same careful attention that we would want were we ordering plants from you. We have been growing plants for over thirty years and we realize that certain

qualities are necessary in order to produce better than an average crop. It has been our constant endeavor to please our customers, and with this thought foremost, we have selected, bred and produced a strain of plants second to none in matter of **growth, stamina and productiveness.** Growing plants is a business, not a side line with us; we grow plants for the plants alone, and dig up the whole row, giving you the best we can produce. There are no storage cellars on our farms, our plants are dug from day to day as needed, assuring you of getting nothing but **strictly fresh dug plants.** We exercise the greatest care in the digging of our plants and personally see to it that they are not exposed to the sun and wind.

We do not pretend to grow the best plants, but we do claim that our plants are as good as can be grown, regardless of where you get them, or how much you pay. Neither are we the largest growers, nor do we care to be, for where the largest business is done, much must be left for disinterested parties and consequently errors are more frequent. We personally superintend the packing of our plants, and see that it is done in the **very best** manner possible. In fact we are real cranks where our customers interests are at stake, but we feel we are more than repaid for our trouble, when we realize that we very seldom receive a complaint.

In due consideration for your best interests, we ask that you give us your order this season, that we may have the opportunity to prove to you conclusively that it is to your best interest to deal with us.

Owing to the extremely dry weather of the past season, there will undoubtedly be a shortage of plants this spring. We have greatly increased our acreage, and by our methods of continuous cultivation, we have a good supply of most varieties, and hope to supply our increasing demand. However, we suggest that our friends place their orders at once, as this will assure you of getting just what you want.

Strawberries are bound to be a paying crop for the next several years, and you will surely be disappointed if you fail to set out at least a couple of acres this spring.

Thanking you one and all for past favors, and asking a continuance of your confidence, we are,

Yours for a **Square Deal,**

**Henry Emlong & Sons**

## Why Our Plants Give Satisfaction

We are located in Berrien County, Southwestern Michigan, in what is known as "The Great Fruit Belt of Michigan." Our soil and climatic conditions are peculiarly adapted for the growth of small fruit plants, and although we have just experienced the driest season of a number of years, our plants are provided with an immense root system, and will grow and produce the large amount of luscious fruit you have a right to expect. Conditions alone are not responsible for the superior quality of our plants; selection, care, and careful breeding, all have been important features in making our plants give satisfaction to the large number of successful fruit growers all over the country. It is certainly a pleasure for us to read the many testimonials we receive, and we will continue to do our utmost to provide plants that will do all that is expected of them.

During the winter months our plants are abundantly mulched with snow, giving

them natural protection from the cold and frosts. They are seldom exposed to zero weather, but at the same time they are grown far enough north to harden them well, and provide them with sufficient vitality to produce enormous amounts of fruit even under adverse conditions.

We grow our own plants and consequently are in a better position to guarantee them than a dealer who depends on every Tom, Dick and Harry to provide his plants. Every plant is taken from new beds, and the whole row is taken, which assures you of getting the best and largest plants in our propagating beds. Please remember that our foremost thought is to please our customers. It is our endeavor to grow and sell the best plants possible. We know our plants are giving satisfaction by the large number of new customers who have ordered through the recommendation of their friends, who have become acquainted with our **Square Dealing Methods**.

## Our Prices

We receive letters every year asking how we can grow such high grade plants and sell them at our reasonable prices.

We will tell you how we do it. Our soil is such that it produces large numbers of strictly first class plants. We do all the work we can ourselves, and do not care to get rich at the other fellows' expense. We are satisfied with a living and a fair remuneration for our work and capital invested. We economize as much as possible in catalogs, etc., and no doubt you will think our little salesman looks mighty plain in comparison with some of the large catalogs, with large red berries in them. We could have them if we wished, but they would not make our plants the least bit better, and we would have to charge much more for our

plants. You can readily see that when you order from the large colored catalogs you are paying a large part of your money for the pictures, and not for better quality plants. Think this over. Then sit down and give us your order.

## OUR GUARANTEE

We guarantee every plant we ship to be just as represented in this catalog; strictly pure, true-to-name, and packed to reach you in good growing condition (by express). If found to be otherwise we will refund your money.

HENRY EMLONG & SONS.

## Reduced Express Rates

These low rates were brought about by through billing from Stevensville to points named. No matter how many different express companies carry your shipment, the charge will be just the same as if one company carried it. Below you will find a table of express rates, showing the rate on plants per 100 pounds from Stevensville to points named. If you live within a radius of 100 miles of any of the points named your charges will be practically the same. 4,000 Strawberry plants, 3,000 Blackberry, 2,500 Black Raspberry and 3,500 Red Raspberry plants will average about 100 pounds for each variety.

Adrian, Mich.	\$1.20	\$1.05
Charlevoix, Mich.	1.20	1.13
Detroit, Mich.	1.10	1.13
Grand Rapids, Mich.	.60	1.05
Lansing, Mich.	.65	.94
Thompsonville, Mich.	.85	.87
Albany, N. Y.	1.65	.87
Lockport, N. Y.	1.28	.94
New York, N. Y.	1.73	1.92
Rochester, N. Y.	1.35	1.50
Beaver Falls, Pa.	1.13	1.92
Erie, Pa.	1.13	1.62
Harrisburg, Pa.	1.58	1.13
Pittsburg, Pa.	1.20	.87
Washington, Pa.	1.13	1.09
Still Pond, Md.	1.62	1.43
Cleveland, Ohio	.94	1.13
Frankfort, Ohio	.94	.87
Vanatta, Ohio	.94	.94
Van Wert, Ohio	.75	1.05
Lexington, Ky.	1.02	.75
Humboldt, Tenn.	1.50	1.58
Bluffton, Ind.	.68	1.92
Borden, Ind.	.94	1.72
Crawfordsville, Ind.	.68	3.35
Indianapolis, Ind.	.75	1.84
New Albany, Ind.	.94	1.13

## The Culture of Strawberries

Of all the small fruits the Strawberry is probably of the greatest commercial importance to this country. There is no plant that adapts itself so readily to all soils and conditions. Good drainage is of the most importance, but the plants should have plenty of moisture at fruiting time. It is a fact that land that will produce a good crop of corn or potatoes will also produce a good crop of Strawberries. However, you should be very careful in setting your bed for Strawberries, as the selection of the bed is nearly as important as the plants you set. There is no doubt but that you wish to grow them to the best advantage and to do so it is necessary to have the soil especially adapted. We have grown plants on a number of different soils, and we have found that a rich sandy loam gives best results. Proper drainage is also necessary, and if the natural lay of the land is such as to carry off all surplus water, all well and good; if not, the land should be ditched and tiled. You will find that money invested in drain tile to carry water off your berry fields will return excellent profits.

In planning your strawberry bed you should be careful to select a field where the air has plenty of circulation, to ward off the frosts. If possible, select a rich, high eastern slope; this will assure you of early berries, and at the same time diminish the danger of frost.

**Preparing the Soil.** In our experience we have found that late fall plowing is most desirable, as it leaves the soil loose and open, and gives the frost a better chance to work into it, killing the insects and destroying the larvae of the May beetle if so infested. Plow as deep as practicable, and as soon in the spring as possible, work up well with harrow, follow this with a heavy float, for the purpose of leveling and firming the soil. This will leave the ground in excellent condition for planting, which should be done as soon as possible.

**Fertilizing.** We have tried a number of the different commercial fertilizers, but in all cases we recommend the use of well-rotted stable manure. We apply it at the rate of about 12 loads per acre on our propagating beds. You cannot get your soil too rich, and the richer you get it the bigger will be your crop. If unable to get stable manure and commercial fertilizer is used, it should be sown on after the plants start to grow and cultivated into the soil.

**Setting the Plants.** For marking we use a home made hand marker, making three marks at a time. For setting, choose a day if possible when there is no wind, and right after a little shower. A common garden spade may be used for making the holes, which is done by placing equal distances apart in the mark, making a hole

deep and wide enough to readily receive the roots of the plant. Do not make a number of holes ahead of the setting, as they will soon dry out. The best method is for one to make the holes and another to set the plants. The plants should be carried in a pail, so the roots are not exposed to the sun and wind. Put the plant in the hole, and be sure the roots are straight down and spread out, hold the plant firmly with one hand and press firmly with both feet, being careful to see that the crown of the plant is not covered. Your success depends to a great extent in the care of your setting. Be sure that your plants are set properly; not too deep nor too shallow.

**Cultivation** should begin as quickly after planting as possible, the surface soil should be stirred very shallow, and not too close to the plants. This early cultivation is essential for several reasons, as it tends to hold the moisture and closes all openings that may be near the plants. This cultivation should be repeated every few days throughout the growing season, as it keeps the ground loose and moist and enables the young runner plants to catch root. Hoeing the plants is just as important as cultivating, because it is impossible to get all the weeds or loosen all the soil with the cultivator. Hoe the plants regularly and do not allow the weeds to get started or the soil to bake around the young plant.

Keep your hoe and cultivator "going" in your berries and you will be well paid for your work when you come to harvest your crop. It is necessary to keep all bloom off your spring set plants, as they cannot throw runners when berries are sapping their vitality.

**Mulching.** If the nature of your soil is such that it is apt to heave during the winter, it will be well for you to apply a good coat of wheat straw or other litter to protect your plants. The best time to apply the mulch is after the ground has frozen, so you can go on with your team.

One of the most important things in growing Strawberries is the selection of plants, and your success depends to a great extent on the quality of plants you set. Usually good plants cost a trifle more than the cheap, run-down trash that you can pick up in your neighborhood, but it costs you no more to work a field of our **thoroughbred** plants, and the returns at harvesting time will often double and treble the quantity of fruit per acre, and fruit that will bring the top prices on any market. It will only take one trial to show you the difference between **thoroughbred** plants and inferior plants. We believe that you owe it to yourself to give our plants this one trial.

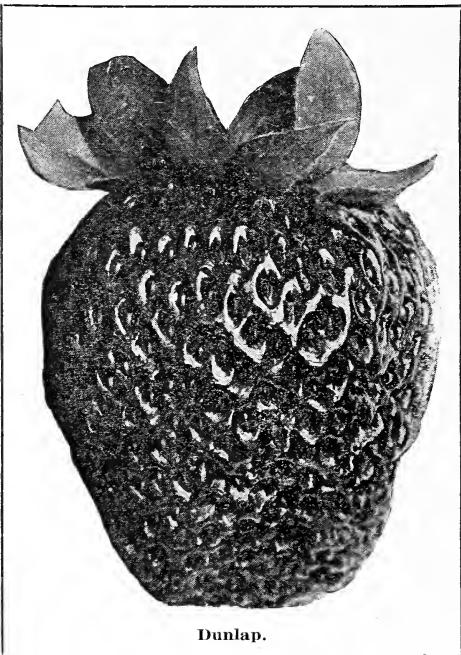
### Certificate of Nursery Inspection

No. 2721

This is to certify that I have examined the Nursery stock of Henry Emlong & Sons, Stevensville, Mich., and find it apparently free from dangerous insects and dangerously contagious tree and plant diseases.

This certificate to be void after August 1, 1917.

L. R. TAFT,  
State Inspector of Nurseries and Orchards.



As it is our desire to give our customers an accurate description of all varieties listed in our catalog, describing the different varieties is a very difficult task. In many catalogs you are led to believe that all varieties are good, and that they will do well in every part of the country.

While it is a fact that there are a few varieties that are giving universal satisfaction, the great majority of them are not adapted to all climates. Thus it becomes important that you grow the sorts which you know to have merit, and are adapted to your particular locality.

If you are in doubt as to what varieties to plant, we suggest that you make up your order of the following well known varieties: Aroma, Kellogg's Prize, Senator Dunlap and Progressive. These varieties are grown with success in all parts of the country, and the best proof they are well liked lies in the fact that they are ordered in larger quantities every year.

**Aroma (S).**—An old standard variety grown in all sections of the country. Fruit is very large. Bright red in color to the center. Has a delicious flavor. Is very productive and firm of texture, making it a great shipping berry. It has a very long fruiting season and holds its size to the end. Plant is a very strong grower, with deep green foliage. The demand for this variety is always in excess of the supply.

**August Luther (S).**—An early variety of merit. August Luther is prolific, comes early and continues to bear until every berry reaches a good size. Fruit is very uniform in size and shape. The plants are healthy and make good row. The fruit is very easily picked and succeeds best on rather light soil.

## General List of

**Abington (S.)**—A vigorous grower and quite productive. Berries are large, firm and well colored. Good enough for the home table and firm enough to ship.

**Bederwood (S.)**—This variety produces a delicate crimson berry with glossy surface and deep yellow seeds. It is a very strong staminate variety and makes excellent fertilizer for the earlier pistillates. The plants are very deep rooted, consequently it is a good drouth resister. It has one drawback in that the fruit is hardly firm enough to stand shipping any great distance.

**Bubach (P.)**—Fruit large and handsome, roundish to conical, bright scarlet in color, moderately firm, of good quality. The plant is a strong grower, with healthy, dark green foliage. Does best on rather heavy soils. Very desirable for home use or near market. Always in great demand owing to its size, color and fine appearance.

**Buster (P.)**—This berry is a cross between the Bubach and Sharpless. It seems to be the Bubach plus the improvements you would want in it. It is much more productive and will stand much colder weather than the Bubach. The fruit is of excellent quality, very firm and attractive. Would advise those who have grown the Bubach to try out this new popular variety.

**Brandywine (S.)**—A valuable late Strawberry especially for home use and canning, owing to its very dark red color and fine flavor. Rich in pollen and a good fertilizer for the late pistillates.

**Charles I. (S.)**—A new extra early variety of great merit. The plants are strong, healthy growers and deep rooters. The fruit is of good color, firm, excellent appearance and will stand shipping a great deal better than most early varieties.

### WANTS OUR CATALOG.

"The plants arrived in excellent condition, the best I ever saw. Every plant is growing. Be sure to send your catalog another year as I will want a lot of plants next spring."—C. E. C., Indiana, May 22, 1916.



# Strawberry Plants

**Cardinal (P.)**—This variety is rich cardinal red in color. The flesh is very dark and of delicious flavor. It will withstand considerable frost and will often bear a crop when other varieties are badly frozen. It strongly resembles Highland and Jessie.

**Chesapeake (S.)**—It is from medium to late in ripening, bear very large, fine looking berries of excellent quality. It is only moderately productive, but the berries reach an enormous size.

**Crescent (P.)**—Hardy and productive; universally popular; stands neglect best of any; plant small; berries fair size, bright and attractive, not very firm. Many growers consider the Crescent a very profitable variety.

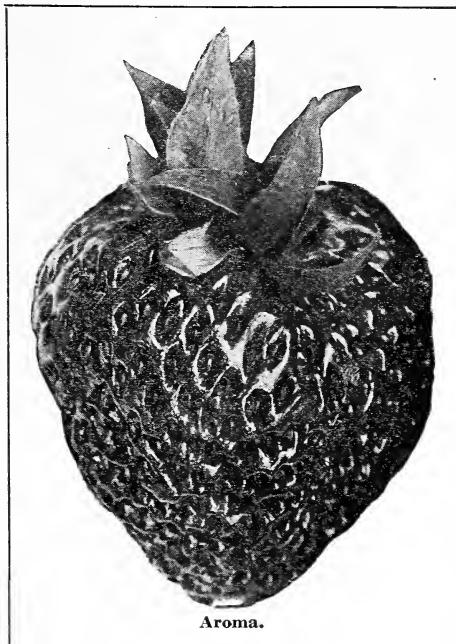
**Early Ozark (S.)**—Produces the largest early berries we have ever grown. A rather slow plant maker, but the plants are large and healthy. Many of the plants have a double crown, while the foliage is leathery, tall and dark green. Not a successful drouth resister.

**Enhance (S.)**—A popular variety in some sections of the country. The fruit is of excellent quality and good appearance. Plants are large, clean and healthy.

**Enormous (P.)**—Late and productive. Strong plant and makes a moderate growth of plants. Very large berry of attractive appearance. Requires rich soil, and commands top price on all markets.

**Excelsior (S.)**—The standard by which all early varieties are compared; of medium size, very productive and firm. It is also highly colored, making it exceptionally valuable for canning. It was the main early berry and is still very popular with a large number of growers.

**Ernie (S.)**—A new variety of great promise; begins to ripen with Warfield, but owing to its long fruiting season, continues two weeks longer. The fruit is darker than Warfield, especially when grown on rich, heavy soil. It is of a glossy, rich color, conical in shape. The fruit will hold up longer after picking than most varieties. The plants are good growers, with stiff stems which keep the fruit off the ground.



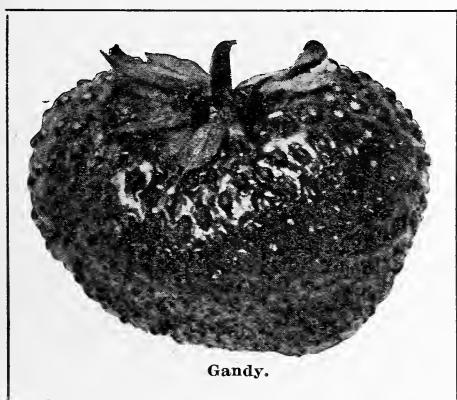
Aroma.

**Fendall (P.)**—A seedling of the Wm. Belt, a vigorous plant maker, making a very large fruiting row. The berries are large, even and uniform in shape, delicious flavor and very attractive. The introducer claims it will produce twice as many berries as either Dunlap, Glen Mary or Wm. Belt.

**Gandy (S.)**—This is one of the leading late varieties with fruit growers all over the country. The plant is a strong grower, fruit is large and firm. Requires strong soil and fertilizers to do its best. It is very late and a big, showy berry. It is the finest looking fruit and commands top prices.

**Greenville (P.)**—An excellent variety. Extra late. Very productive, berries large, bright crimson. Foliage of a beautiful dark green.

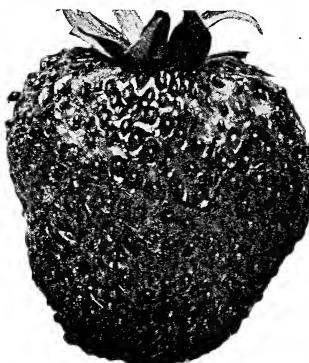
**Gibson (S.)**—The Improved Pocomoke, or Gibson, commences to bear with Senator Dunlap, but owing to its wonderful productiveness continues until quite late. It is a very strong grower, adapted to all parts of the country. The plants are provided with extra long roots, which enables it to withstand a great deal of dry weather. The plant has an abundance of dark green foliage to protect its enormous amount of fruit from the direct rays of the sun. The vines are loaded with berries, you will hardly understand how the vines can produce such quantities of fruit. The berry is extra large, beautiful dark red, excellent flavor and very firm. Fruit stems are strong and upright. This keeps the berries out of the sand where they are easily picked. We have a large stock of Gibson plants, but give us your order early as there will not be enough to supply the demand.



Gandy.



King Edward.



Warfield.



Premier.

**Glen Mary (S.)**—Fruit is large, dark red and of very good quality; vines are a beautiful dark green, vigorous and sturdy growers. Very hardy and reliable; medium to late. This variety will pollenate itself, but has not sufficient pollen for neighboring plants. Be sure and set them this season.

**Haverland (P.)**—Makes a strong, vigorous growth, with plenty of runners. It does well in all parts of the country. The blossoms are of medium size, pistillate and very hardy. The Haverland should be well mulched as the fruit stems are not strong enough to hold the immense crop of fruit off the ground. The berries are light red, of good quality and flavor, conical in shape. A good shipper.

**Helen Davis (S.)**—Medium early. One of the largest strawberries ever produced. The plants are strong, hardy and prolific bearers. The fruit is very large, fine quality and of a dark, rich red clean through. It bears an average crop of fruit, and in flavor it is in a class by itself, having a peculiar velvet quality not found in others.

**Heritage (S.)**—An extra large, handsome berry; the plants are extra strong and thrifty. The plant is very large and extremely free in fruiting, beginning to ripen its fruit about mid-season and continuing to very late. The berry is a dark shining crimson to the center.

**Joe Johnson (S.)**—A new variety. It commences to ripen about with the Chesapeake, but is of longer season and a much better plant maker. The plants are large, stocky, and full of vigor. It has a perfect blossom and is especially valuable as a fertilizer for the late pistillate varieties. Try them out this season on your own farm.

**Klondyke (S.)**—The leading variety in the Southern States. It is one of the best shippers and commands the top price on all markets, owing to its large size and attractive appearance. The plants make a vigorous growth and produce a wonderful amount of fruit.

**King Edward (S.)**—Here is what the originator says of it: "It is the finest berry on my place, and my careful and deliberate judgment is that it is the most beautiful and grandest berry on the globe." The fruit is large, conical, regular, bright, glossy, very attractive, flesh light in color, firm, fine grained, mild, sweet and good. Plants are very healthy and long rooted. Give them a trial this season.

#### PLEASED WITH THE PROGRESSIVE.

"The Progressive plants I bought of you in the spring are doing fine. Although we have had six weeks of drouth, the plants are looking fine and are loaded with berries and blossoms."—J. G. W., Indiana, July 30, 1916.

**Kellogg's Prize (P.)** Without a doubt ever tested. If we would head our list of varieties with Kellogg's Prize berry that has so many superior points a thousand times over in all parts of the country. Requires no care.

**Productiveness**—The vines are simply a stand how the vines can produce such quantity.

**Quality**—The flavor is excellent, and it is an excellent shipper. It commands the highest price per crate more than either Dunlap or Haverland.

**Size**—Extra large, round and regular.

**Fruit Stems**—Are plenty, strong and upright.

**Color**—A beautiful dark red clear through its beauty and market value.

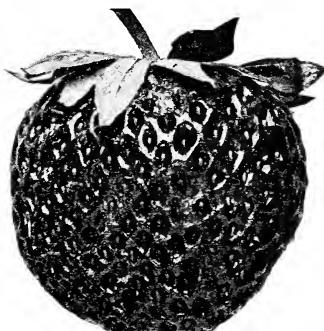
You have no doubt heard of this wonderful variety. Let us warn you that it is necessarily comparatively small. Our stock is pure and true.



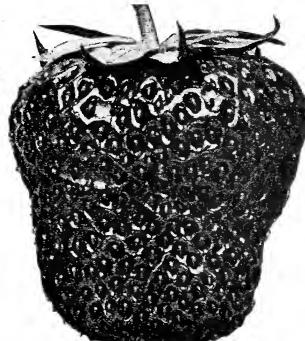
Kellogg's Prize (N.Y.)



Wm. Belt.



Buster.

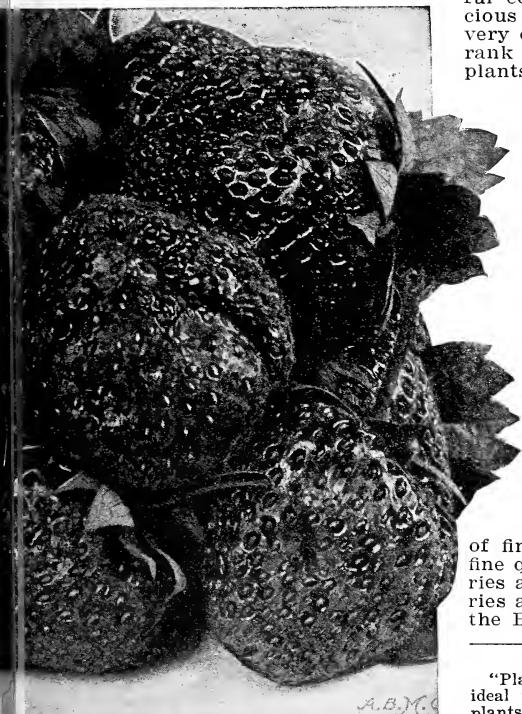


Brandywine.

the most profitable variety we have to grow strawberries for market we Prize. We have never tested a strawberry variety, and it is grown with equal success on heavy soil. Read description carefully. with berries. You will hardly unders-

to the tough skin of the berry it is a nice on all markets; in fact it sold for 75 bison, in the same consignment. largest berry we have ever grown. it.

Calyx is dark green, adding greatly to variety, and will want some of them this order at once, as the supply of them is direct from the introducer.



A.B.M.C.

**Longfellow (S.)**—Resembles Haverland in shape, growth and productiveness.

**Missionary (S.)**—It will grow anywhere it is possible for strawberries to grow under unfavorable conditions, and shows remarkable results, and with the best of cultivation it can be made a gold mine. Does best in the Southern States.

**Marshall (S.)**—A large, showy berry; early to medium late. Berry is rich and delicious; foliage large and rather dark. This berry requires extra good care and rich soil. It is a general favorite among fancy growers; and is said by some to be the largest berry grown. We suggest that all fancy growers give it a trial.

**Nick Ohmer (S.)**—A very popular variety with large commercial growers. Berries are of a beautiful color, large, very firm, and of unusually delicious flavor. Fruit stems are long, making picking very easy. The vines are very dark green in color, rank and sturdy, making the desirable number of plants.

**Norwood (S.)**—The plants are strong, making a liberal number of runners. Has a perfect blossom and holds its size well through the fruiting season. The berry is conical and regular in shape and excellent flavor. Color dark red, growing darker with age. A good fancy berry, but not profitable for commercial growth.

**Pocomoke (S.)**—A seedling of the old Wilson, which it resembles in color, firmness and productiveness, but of better quality and much larger size. One of the best varieties, not only for its enormous productiveness, but on account of its beauty, adaptability to all soils, its foliage enduring the dry, hot weather; its large size, its deep red color, its firmness and its color makes it one of the best commercial varieties in existence. It ripens evenly and is one of the best shippers yet introduced.

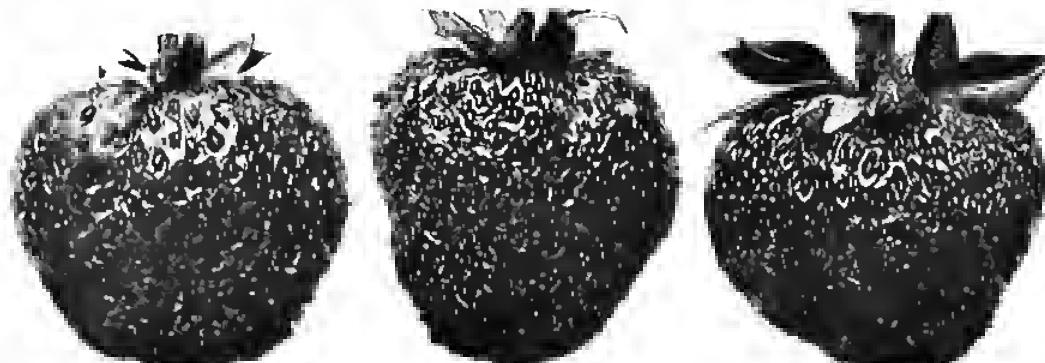
**Parsons Beauty (S.)**—Similar to Pocomoke and Gibson.

**Sample (P.)**—Produces a very heavy crop of fine, showy berries. Berry is of large size and fine quality, continues a long time in fruit; the berries are large to the last. Will yield as many berries as the Haverland and will average as large as the Bubach. Foliage perfect.

#### IDEAL PLANTS.

"Plants arrived and part of them are planted. They are ideal plants and came in good time. The Finest Raspberry plants I ever saw. Thanks for extras and good count."





King Edward.

Warfield.

Prender.

**Kellogg's Prize**

**Glen Mary (S.)**—Fruit is large, dark red and of very good quality; vines are in beautiful dark green, vigorous and sturdy growers. Very hardy and reliable; medium in size. This variety will pollinate itself, but has not sufficient pollen for neighbouring plants. Be sure and set them this season.

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**Senator Dunlap (S.)**—More acres of strawberries are planted to Dunlap every season than any other variety ever grown. It does well everywhere and produces enormous crops of fine fruit regularly. Senator Dunlap is of the Warfield type, has a perfect blossom, is hardy, productive, a splendid keeper and seems able to produce a splendid crop of fruit under any circumstances. It is a first-class shipper and holds its brightness long after picking. It is unexcelled for canning, table use, or shipping, and commands top prices on all markets. The best proof that it is a wonderful variety lies in the fact that it is ordered in larger quantities every season. There will be a shortage of them this season, be on the safe side and order now.

**Stevens Late (S.)**—Very large, fine flavored, bright color, good shipper, a fine plant maker, a heavy yielder, fine foliage. It ripens with the Gandy and lasts longer. It has never shown any signs of disease. The cap, which is double, has always kept green until the last of the season.

**St. Louis (S.)**—The berry of all berries for early home use or nearby markets. No good for long distance shipping at all. This variety makes very large, strong, well rooted plants. The fruit is conical in shape and of a very fine flavor.

**Splendid (S.)**—Plant is a healthy, luxuriant grower, sends out many runners and bears abundantly. The fruit is large and far above the average in quality and appearance. Desirable for home use or market.

**Tennessee Prolific (S.)**—A good berry; one of the best market sorts; good shipper and succeeds almost everywhere; vigorous grower and very productive of medium size, bright, showy fruit. Season medium to late.

**Uncle Jim (S.)**—Plants are large and free from rust. Berry is large, regular form and medium late. It is a comparatively new introduction, but is gaining friends rapidly. Does well everywhere, even on light soil, as the plants are strong and deep rooted. If you want something

fancy for home use or near market, order Uncle Jim.

**Warfield (P.)**—A well known and exceedingly popular variety. It is a persistent plant maker, and must be kept thin to give best results. If not allowed to grow too thick it will produce an enormous crop of medium sized fruit. The fruit is highly flavored and richly colored; ripens mid-season. For syrups, canning, etc., it is especially desirable on account of its rich flavor and fine color. One of the finest strawberries for nearby markets.

**Wm. Belt (S.)**—One of the very best of the large, medium late varieties. The plant is stocky, healthy and a vigorous grower, an excellent pollinator. Berries are large, bright and rather inclined to be irregular in shape. Does best on heavy soil, and is desirable for either home use or market. This is the berry we use for our personal table use and canning, and have found it unexcelled. A profitable commercial variety. Order at least enough for your garden.

**Premier (Kellogg's)**—We have never fruited this variety, but the introducer describes it as follows: "Premier is an early, bisexual variety; the fruit begins ripening with the earliest kinds and continues to fruit until the latest varieties are at their best. The Premier berries are larger than those produced by any other berry, the fruit is deeply and richly colored and very firm, which makes it a good shipper. As to productiveness, no other early variety equals it, and the quality of the fruit is simply superb. The foliage is light green, and spreads completely over the loads of fruit. All who have seen it in fruit pronounce it the greatest of all varieties." As it is the early berries that bring the largest returns, our customers will readily see the wonderful possibilities of an early variety with the above qualifications. We advise that every one of you try out a hundred of these plants. Our stock is pure, coming direct from the introducer. We have only a few thousand to spare, and they will not last very long. 25 plants, 50 cents; 50 plants, \$1.00; 100 plants, \$1.50.

#### READ THIS—THEN GIVE US YOUR ORDER.

"Plants received in nice shape, and every thing is growing nicely. I wish to congratulate you on the extra fine quality of your plants. Some of my neighbors received plants from other nurseries, but the plants did not compare with the nice plants, and the large root system I received from you. All who have seen my plants say they will give you their orders in the future."—L. J. H.—, Wisconsin, May 10, 1916.

#### REAL THOROUGHBREDS.

"Strawberry plants received in good condition. They are certainly Thoroughbreds, the finest plants I have ever seen. Received some from another nursery the same day but they were not nearly so fresh and well rooted. Thanks for the extra plants."—R. F. S.—, Ia., April 24, 1916.

#### WILL REMEMBER US.

"The shipment of strawberries received in good shape. I am well pleased with them. Shall need more next spring and will remember you."—C. O. M.—, Ill., May 1, 1916.

#### "AND THEN SOME!"

"We received those plants today. They were 11 days on the road, but opened up fresh and in fine condition. They are the finest plants I have ever received from any nursery; and then some."—C. T.—, Iowa, April 26, 1916.

#### WANTED MORE.

"Received the plants all O. K. Found them very nice. Please ship the enclosed order at once."—C. P.—, Wis., May 8, 1916.

#### FINEST HE EVER PLANTED.

"The plants you shipped me came in fine condition, and were exceedingly nice. The finest lot of plants I ever set out."—H. A. H.—, Mich., May 8, 1916.

#### LIKES THE EVER-BEARERS.

"Ship me 500 Everbearing strawberry plants at once, not particular as to variety. The 1,000 Americanus received from you in April are doing fine, NEVER LOST A PLANT."—L. A. K.—, Mo., May 15, 1916.



Progressive Strawberries  
from June until  
November.

## Fall Bearing Varieties

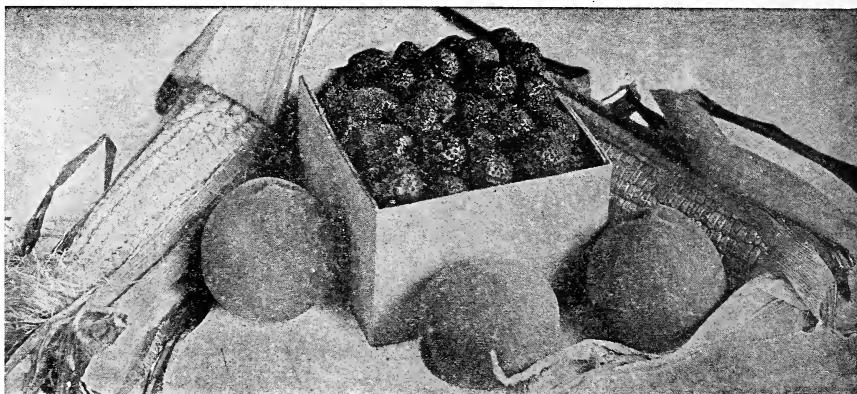
We head the list with the Progressive, as this variety has proven superior to all varieties tested on our farms. In fact it is the only variety we recommend for commercial purposes. The fruit of the Progressive is somewhat smaller than that of the Superb, but it will yield many times the amount of fruit. (We have picked as many as 48 ripe berries from one plant of the Progressive at one picking, and the plant was still loaded with blossoms and large and small green berries.)

It will be a number of years before the demand for this luscious fruit can be supplied, and we take this opportunity to advise that our friends get a good start of them, while the fruit is commanding such enormous prices. The fruit sells readily at from 25 to 40 cents per quart.

Just stop and reason for a moment, and you will readily see the wonderful possibilities of these wonderful berries. The plants set in the spring will commence bearing about the middle of August, and will continue until covered with snow in the fall. If conditions are favorable and the plants are allowed to stool out, you will pick from 150 to 250 quarts of fruit from an acre, at each picking, you can readily figure your profits, which will be enormous.

After watching the Ever-bearers during the past hot, dry season, we are more convinced than ever that the Fall-bearing varieties are going to run all other varieties out of existence. There is really no excuse for anybody planting the common sorts in their home garden, as they will only bear a couple of weeks in the spring, and if they are frozen, not at all. Now take the Ever-bearing varieties; you do not have to wait twelve months or more before picking berries. The plants set in the spring will begin bearing about the middle of the following August, and will continue until covered with snow in the fall. The fruit is much better flavored than that of the standard sorts; is larger and you get more of it.

The Fall-bearers require good rich soil, but if you were to spend \$100 in preparing an acre of land for them, you would say that it was money well invested when you harvested



**Superb Everbearing Strawberries, Peaches and Corn, Picked in October.**

your crop in the fall. Set same as standard varieties, and keep all bloom picked from the plant until the 1st of July.

We have a large acreage of the Fall-bearing varieties, but do not expect to near supply the large demand. We will guarantee every plant we ship as Fall-bearers, or any other sort, to be true-to-name.

Let us have your order now, at once. You will then be assured of getting true-to-name Ever-bearers. There is bound to be a lot of folks disappointed if they wait until late before ordering, as the supply of plants was greatly shortened by the extremely dry season. **How many do you want?**

**Progressive (S.)**—This is by far the most profitable of the Ever-bearing varieties, owing to its wonderful productiveness; a good plant maker and the plant is free from disease, and deep-rooted; in fact, it is the best drought resister of the Fall-bearers. The fruit resembles the Warfield, but is much sweeter and better flavored than that variety. The Progressive will do well under adverse circumstances, and needs no petting or extra work except to keep the blossoms picked off the mother plant until the middle of July. We have often found berries on the new plants before they had taken root. We have had an extra heavy demand for this variety this

fall, and advise that you place your order at once, and be assured of getting what you want.

**Superb (S.)**—This is also a splendid variety of the Fall-bearers; bearing the largest and finest-looking fruit we have ever seen. The fruit is large, round, rich dark red, glossy and very attractive. The plants are strong and stand the winter well, after bearing a good crop of berries from August to November. Does best if grown in hill system.

**Americus (S.)**—We recommend this as the finest flavored of the Fall-bearing sorts. Requires good, rich soil to do its best; also good care. The fruit stems are plenty and stand up well, making the fruit easily picked. We suggest that all growers of fancy fruit give this variety a trial. Not more than 500 to a party, as the supply of plants is very limited. We guarantee every plant to be true-to-name. This means something to you. Beware of the low-priced fall bearing plants, as the real Fall-bearers are scarce and consequently the price is not much lower than last year.

**Iowa (S.)**—The berries are large, nearly round, and of fine appearance and excellent flavor. They resemble the Progressive in form and habits of fruiting, but are somewhat larger. Try them.

#### ESTIMATED WEIGHT OF PLANTS.

##### Packed for Shipment.

100 Strawberry Plants .....	4 lbs.
1,000 Strawberry Plants .....	30 lbs.
100 Dewberry Plants .....	6 lbs.
100 Raspberry Plants .....	6 lbs.
100 Raspberry Tips .....	7 lbs.
100 Blackberry Plants .....	7 lbs.

#### DISTANCE FOR PLANTING.

Raspberries, rows 6 feet apart, three feet in the row. Requiring 2425 plants per acre.

Blackberries, rows six feet apart, four feet in the row. Requiring 1825 plants per acre.

Strawberries for the field, rows three and one-half feet apart, 18 inches in the row. Requiring about 8700 plants per acre.

#### GO GOOD BY MAIL.

"The Parcel Post shipment of Progressive and Superb, arrived in fine condition. Strictly first class plants."—E. O. B.—, Mich., May 22, 1916.

#### WE SHIP PROMPTLY.

"The shipment of Kellogg's Prize strawberry plants came through in record breaking time. They are the finest lot of plants I have ever received."—C. A. K.—, Mich., April 27, 1916.

#### BETTER THAN EXPECTED.

"The Everbearing plants we ordered of you by Parcel Post, came all O. K. Much better than we expected. Thank you for promptness."—E. M. C.—, Ind., April 17, 1916.

## Black Raspberries

**Cumberland**—We offer this variety with the assurance that it is the most profitable variety yet grown, because of its great productiveness, firmness and large size. A very hardy variety. Fruit is jet black and of extra fine quality.

**Kansas**—A good early variety, entirely healthy, with tough, clean foliage. The fruit is large, of glossy color, firm and of good shipping qualities. Very valuable for home use and market.

**Gregg**—Fruit very large and covered with bloom. A good all around late black cap. In quality it is hard to beat.

**Eureka**—This is a fine, large, extra early variety. Ripens just ahead of Kansas. Fruit is large and of good quality, and does not crumble in picking. A good strong, thrifty grower, hardy and very productive.

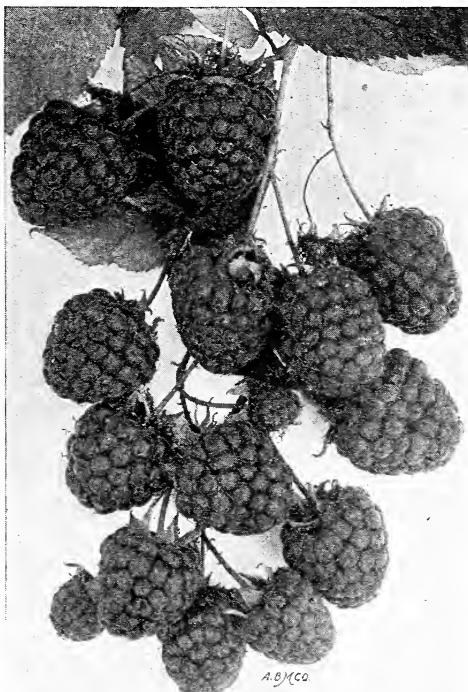
**Plum Farmer**—Without a doubt the leading variety. It is a new variety, but is gaining friends everywhere. It will succeed where others will fail. The fruit is grayish-black, very firm, attractive and a good shipper. A good variety, guaranteed to please. Do not fail to include them in your order.

### TO WASHINGTON IN GOOD SHAPE.

"I received the Progressive, St. Regis and Early King in good order, quite a few more than my order called for, all were fine. I hope to be able to assist you in some way for your liberal and courteous treatment."—R. W. H.—, Kitsap Co., Wash.



Kansas.



A.B.M.C.O.

Cuthbert.

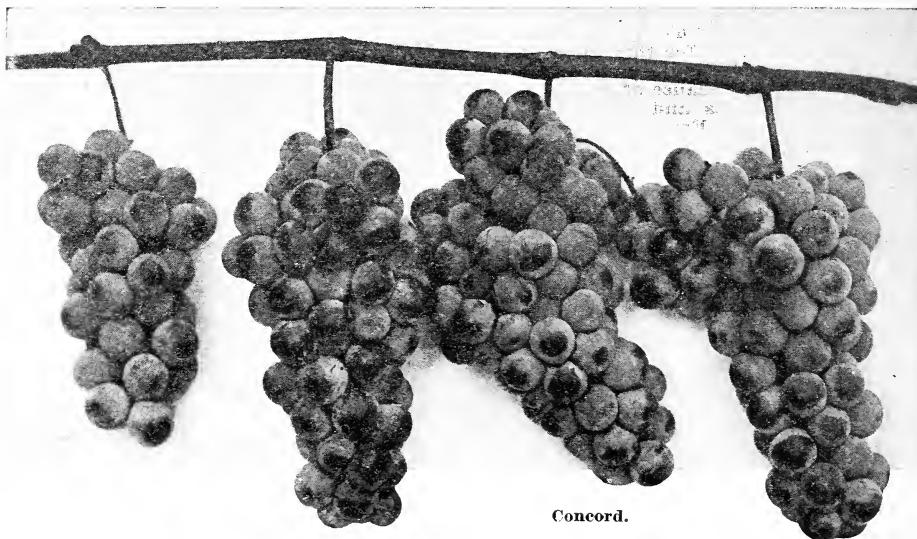
## Red Raspberries

**Cuthbert**—This is the leading late variety all over the country. Strong grower, very productive; fruit firm and of the largest size. Cuthbert is perfectly hardy, always yielding immense crops in all parts of the country. If you want a good all-around berry, plant Cuthbert. We have grown our own stock and guarantee it first-class in every way.

**Miller**—The bush is a strong, vigorous grower, not quite so tall as the Cuthbert. Medium early, an excellent shipper, of good quality and attractive appearance.

**Early King**—This new variety is coming to the front rapidly, and we recommend it as the best early variety. Among its many points of excellence are these: Extreme earliness, canes strong growing and hardy, never having winter-killed. We advise you to grow this excellent variety.

**St. Regis Everbearing**—Fruit commences to ripen with the earliest and continues on young canes until October. Berries bright crimson, large size, rich, sugary, with full raspberry flavor. Flesh firm and meaty. Canes stocky, of good strong growth, with abundance of dark green foliage. We suggest that all lovers of the raspberry order enough for their own use. We do not recommend it for commercial purposes.



Concord.

## Blackberries

**Wilson**—One of the largest and most productive of the early sorts. Produces an immense amount of fruit; good flavor, very attractive and a good shipper. A much better berry than most of the newer sorts. Needs protection in the North.

**Eldorado**—Berries are large, jet black, and good flavor, borne in large clusters and ripen well together. Never has been known to winter-kill. Canes are very hardy, strong and upright growers. A profitable variety.

### WELL ROOTED.

"I received the plants all right. They are in good condition and the finest rooted plants I ever saw."

—L. F. G., Mass., April 24, 1916.



Fay's Prolific.

## Grape Vines

**Concord**—Late. The most popular grape grown, and deservedly so. Bunch large, berries large and covered with rich bloom. A strong grower and very productive.

**Niagara (White)**—Bunch and berries greenish white, changing to pale yellow when fully ripe. Skin thin and tough.

**Moore's Early**—The most popular early variety. Good grower, healthy and productive. Larger than Concord. Better flavor.

**Campbell Early**—Of the Concord type, but the berries are much larger. The bunch is inclined to be stringy. A strong grower and very hardy.

## Currants

**London Market**—The best red currant. A large, strong grower and heavy fruiter. Plant is extremely vigorous with plenty of foliage.

**Fay's Prolific**—A well known and popular currant. Color deep red, large bunches and berries hold their size well throughout the season.

**White Grape**—Very large, yellowish white, sweet or very mild acid. Excellent quality and valuable for the table. The best of the white sorts.

## Gooseberries

**Downing**—Bush vigorous and very productive. Fruit medium to large, skin whitish green, flesh soft and juicy. Excellent for family use and very profitable for market.

**Houghton**—Bush vigorous, with rather slender branches. Very productive, fruit pale red, medium size, tender and good. A reliable variety.

# Price List for 1917

25 of a Variety at hundred rates; 250 at thousand rates.

## Strawberries

	100	1,000	5,000		100	1,000	5,000
Aroma . . . . .	\$0.50	\$2.75	\$12.00	Heritage . . . . .	\$0.60	\$2.75	
August Luther . . . . .	.50	2.75	12.00	Joe Johnson . . . . .	.75	3.50	\$15.00
Abington . . . . .	.60	3.00		Klondyke . . . . .	.60	3.00	14.00
Bederwood . . . . .	.50	2.50	10.00	King Edward . . . . .	.75	3.50	15.00
Bubach . . . . .	.60	3.00	13.00	Kellogg's Prize . . . . .	.75	4.00	16.00
Buster . . . . .	.60	3.00	13.00	Longfellow . . . . .	.60	3.00	
Brandywine . . . . .	.60	3.00	13.00	Missionary . . . . .	.75	3.00	
Charles I. . . . .	.75	3.00	13.50	Marshall . . . . .	.60	2.75	
Cardinal . . . . .	.60	3.00		Nick Ohmer . . . . .	.60	2.50	
Cheasapeake . . . . .	.75	4.00		Norwood . . . . .	.60	3.00	
Crescent . . . . .	.50	2.75		Pocomoke . . . . .	.50	2.50	10.00
Early Ozark . . . . .	.60	3.50		Parson's Beauty . . . . .	.60	3.00	13.00
Enhance . . . . .	.60	2.75		Premier (Kellogg's) . . . . .	1.50		
Enormous . . . . .	.60	2.50		Sample . . . . .	.50	3.00	13.00
Excelsior . . . . .	.60	3.00		Stevens Late . . . . .	.60	2.75	12.00
Ernie . . . . .	.60	2.75		Splendid . . . . .	.60	3.00	13.50
Fendall . . . . .	.60	3.00	13.50	Senator Dunlap . . . . .	.50	2.50	10.00
Gandy . . . . .	.50	2.75	11.00	St. Louis . . . . .	.60	2.75	
Greenville . . . . .	.60	2.50		Tennessee Prolific . . . . .	.60	2.75	
Gibson . . . . .	.50	2.50	11.00	Jessie . . . . .	.60	2.75	11.00
Glen Mary . . . . .	.50	2.75	11.00	Uncle Jim . . . . .	.60	2.75	11.00
Haverland . . . . .	.60	3.00	14.00	Warfield . . . . .	.50	2.50	10.00
Helen Davis . . . . .	.60	3.00	13.50	Wm. Belt . . . . .	.50	2.75	11.00

## EVERBEARING STRAWBERRIES.

	Per 25	50	100	1,000	5,000
Progressive . . . . .	\$0.50	\$0.75	\$1.25	\$10.00	\$45.00
Superb . . . . .	.50	.75	1.00	8.00	37.50
Americus . . . . .	.50	1.00	1.75		
Iowa . . . . .	.50	1.00	1.75		

## Red Raspberries

	Per 25	50	100	1,000	5,000
St. Regis (Everbearing) . . . . .	\$0.50	\$1.00	\$1.50		
Cuthbert . . . . .			.75	\$7.00	\$30.00
Early King . . . . .			.75	6.50	28.00
Miller . . . . .			.75	7.00	30.00

## Black Raspberries

	100	1,000	5,000
Cumberland . . . . .	\$1.00	\$7.50	\$30.00
Kansas . . . . .	1.00	7.00	30.00
Gregg . . . . .	1.00	7.00	30.00
Eureka . . . . .	1.00	7.50	30.00
Plum Farmer . . . . .	1.25	8.00	35.00

## Blackberries

	1,000	7.00	30.00
Wilson . . . . .	1.00	7.00	30.00
Eldorado . . . . .	1.50	10.00	42.00

## Grapes

	Per 12	100	1,000
Concord . . . . .	\$0.50	\$2.50	\$20.00
Campbell Early . . . . .	1.00	5.00	45.00
Moore's Early . . . . .	.75	4.00	35.00
Niagara . . . . .	.75	3.00	28.00

## Currants

	Per 12	100	1,000
London Market . . . . .	\$0.75	\$4.00	\$30.00
Fay's Prolific . . . . .	.75	4.50	35.00
White Grape . . . . .	1.00	6.00	

## Gooseberries

	Per 12	100	1,000
Downing . . . . .	\$1.00	\$7.00	\$60.00
Houghton . . . . .	1.00	5.50	42.00



Americus

Ripe Fruit, Green Fruit and Blossoms, all on the same Plant.

## Premium Offers

It is to our mutual advantage that you place your orders early, as it assures you of getting just what you want, and the best plants in our propagating beds are reserved for you.

It helps us, in that your order is received before the April and May rush, when we are taxed to our greatest extent.

Order early, by early we mean January, February and March. And it is to your interest to set as early as possible, as the plants are much lighter during the first of the season; consequently your express charges will be much lower.

On all orders amounting to \$2.50 or more, received before March 15th, a cash discount of 5 per cent will be allowed.

On all orders amounting to \$5.00 or more, received before March 15th, a cash discount of 10 per cent will be allowed.

On all orders amounting to \$10.00 or more, received before March 15th, a cash discount of 15 per cent will be allowed.

We will allow the following premiums on orders received before April 1st:

25 Everbearing Progressive with a \$2.50 order; 50 with a \$5.00 order, and 25 each of the Americus, Progressive and Superb with a \$10.00 order.

Premiums and discounts not allowed where special price is made on large quantities, nor on the 5,000 rate in our price list.

If you want plants in large quantities, write us for special prices. We can always quote better prices when plants are wanted in large lots.